

Abstract

Recommender system (RS) in general has many benefits that are important to the user in everyday interactions with web-based applications, especially in the field of e-commerce. Users faced with problems related to product selection, content, movies, books and others to meet their needs. Therefore, the ability of *recommender machine* was made with the purpose of assisting users in the process and generating output system that can adapt to their needs. *Recommender System based on Content Filtering with Apriori algorithm* is one of the RS approach, implemented in this thesis. Apriori association rule-based algorithm classified an easy to implement because it is simple. Apriori assigned to mine the combination of this feature where the feature film is a representation of the item description MovieLens dataset used in this thesis is a film genre. Generated rule mining process is intended to genre films which each item is preferred by users. The result is a genre package associations must be wrapped in a film and this is a barometer of the recommendations of film items in the testing data.

The test results show good performance of the system performance, evidenced by the *precision*, *recall* and *f-measure* increased (optimum) go hand in hand while using minimum *support* = 2%, minimum *confidence* = 70%, and the *training data* = 70%. In this position, the rule which generated at least so that engine performance is not only good, but going fast.

Keyword: Recommender system based on Content Filtering, Apriori, association rule, precision, recall and f-measure.